

Change

starts here.



United Way

Serving Saint John,
Kings and Charlotte

MISSION

To provide responsible leadership by identifying and addressing the needs of the community in order to effectively unite people, volunteers and service providers and to build a stronger, self-sufficient community.

VISION

United Way is dedicated to bringing people and resources together to build vibrant, caring communities.

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A MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

Ron Marcolin and Wendy MacDermott

2014 is a special year. We are celebrating 55 years as a central part of our community's wellbeing. The United Way is one of the best known and most trusted brands in North America, but let's look under the hood.

Where we have been:

Our United Way was established in 1959 as the United Fund. In the early days, the team of volunteers canvassed door to door and the local paper reported campaign progress daily. From the beginning engaging workers and employers was central to our success. Employers were supportive because we became the one 'ask'. In 1959 there were 20 primary social services charities and their combined budgets were \$286,000. The United Fund consolidated fundraising efforts of these organizations. Workers liked the approach too, as it was easy and 'fair share' (payroll deduction) was promoted as the way that everyone could contribute.

Exceptional volunteer commitment has been the cornerstone of our organization. From our Board of Directors, to Campaign Cabinets, hundreds of canvassers, workplace volunteers, and many more.

- Over the last 55 years, our community has raised nearly \$48 million dollars. These funds are invested, on behalf of our donors, under the guidance of another team of volunteers.

Where we are today:

Some things change, and some things stay the same. The workplace campaign remains central to our approach, accounting for 59% of our revenues in 2013's campaign.

The United Way cannot act in isolation or be the sole fundraising vehicle. Our communities challenges are too great, there are many organization doing great work that were simply not part of the landscape in 1959.

For instance, there are now 254 Canadian charities operating in Saint John. The combined budgets of the 20 great agencies we funded last year exceeded \$14 million dollars. Half of those we funded in 1959 no longer exist.

Although the ground is shifting under our feet, we are in a healthy and strong position to respond to the changing and growing needs in our community.

Claude Francoeur and Tanya Chapman joined forces this year as co-chairs to champion another extremely successful campaign. A very ambitious goal of \$1.4M was exceeded

Over the last 3 years, the United Ways across Canada have seen 3.5% growth in revenues, while our United Way grew by 14% (\$187,000). At the same time, we have reduced our campaign expenses by \$15,000. We are spending less, to raise more.

We have engaged hundreds of new volunteers with our Day of Caring and we are leveraging our resources by partnering with our United Way colleagues in Central New Brunswick and South Eastern New Brunswick. We are also a founding partner and administrator of funds for Living SJ; a Social Renewal Strategy for Greater Saint John.

In short, your United Way is doing well. But how fares our community?

Saint John, Charlotte and Kings counties have had lots to celebrate and overall trends are showing improvement (poverty rates declined from 1996 to 2006), however, significant challenges remain. For instance:

- Saint John has the highest Family Violence rate in Canada (Stats Can 2014)
- 27% of Saint John residents have a mental health disorder (Health Council, 2014)
- Adults with disabilities are more likely to live alone, putting them at higher risk for poverty and isolation. (Health Council, 2014)
- 60% of single parents in Saint John live in poverty, 1 in 3 preschoolers in Saint John lives in poverty. (Stats Can 2014)
- 33% of adults in St. Stephen, Saint Andrews and Campobello Island Area do not feel a sense of belonging to their community. (Health Council, 2014)
- 25% of children in St. George, Grand Manan and Black's Harbour area middle and high school eat breakfast daily. (Health Council, 2014)

Despite the growth in the sector and indeed in your United Way, our community is not 'moving the needle'. We feel the United Way, working with its many partners, has a critical role to play in changing these conditions.

Vision 2020, our strategic plan, was launched in 2012 and provided the framework for us to evolve to better address these persistent community challenges. 2013 focused on governance renewal and set the foundation for strong and effective leadership. 2014 began our own operational redesign.

With this context in our rear view mirror, a team of volunteers designed a new community investment model, which was approved by our Board in March 2014.

Highlights:

- Any charitable organization within the region can apply.
- Grants will be \$15,000 or more
- We will continue to provide unrestricted funds to enable charitable organizations to be most effective.
- In most cases, we will fund up to a maximum of 30% of an organization's operations.
- On-line application with letter of intent
- We will invest in helping good organizations become great.
- We know that change takes time and we will build multiyear grants into our process.

In order to promote innovation and creativity we designed a model to focus our decisions on principles rather than narrow guidelines and criteria. Visit www.unitedwaysaintjohn.com/community for more information.



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Funding Principles

Organizations seeking United Way support are required to indicate how their funding request will demonstrate the following principles:

Know our community: The funding request builds on community assets – knowledge, abilities, diversity – and is based upon an organization's in-depth understanding of what our community cares about.

Capacity building: The funding request strengthens the organization's capacity to be resilient and healthy so it can effectively respond to challenges and opportunities.

Measurable difference: The funding request makes immediate and long-term, positive and measurable difference in our community in one or more of United Way's priority areas.

Flexibility and innovation: The funding request exhibits an innovative and flexible approach in addressing community needs and United Way priorities.

Collaboration and partnership: The funding request employs collaborative efforts and optimizes partnerships to support its clients and strengthen our community.

The following are some additional successes we are particularly proud of!

STRATEGIC PRIORITIES	PROGRESS
Allocate resources to address local priorities	<ul style="list-style-type: none"> • Our funding and partnership leveraged over \$150,000 to resource the development of Living SJ; a Social Renewal strategy for greater Saint John. The United Way is administering the funds on behalf of the coalition. Paulette Hicks and Jack Keir are Co-Chairs of an exceptional Leadership Team to orchestrate transformational social change in our community.
Demonstrate Impact	<ul style="list-style-type: none"> • A needs assessment was conducted with community organizations and funders to identify measurement challenges and opportunities for local charities. Based on the results, we will implement a co-funded outcomes measurement demonstration project in partnership with other funders.
Engage and mobilize communities	<ul style="list-style-type: none"> • Highest campaign result in 20 years over \$1,410,000 • Engaged over 200 volunteers in 20 projects in our 2nd annual Day of Caring. Thank you to Kent for exceptional sponsorship support • 3 high-impact volunteers from Xerox and PricewaterhouseCoopers • 1 sponsored employee from Y Settlement services • 1 full-time volunteer
Influence public attitudes and policy	<ul style="list-style-type: none"> • 3 NB United Ways met with MLAs and the Premier to discuss issues of concern in our province.

We have accomplished over the last year and there are many more exciting milestones to come.

BOARD OF DIRECTORS

Scott Allen
Debbie Cooper
Wayne Chamberlain
Heather Chase
Brian Duplessis
Bob Crowley (Past Chair)
Donna Gates
Owen Green (Treasurer)

John Hebert (to Oct 2013)
Chuck Hickey (to Jan 2014)
Kara Higgins (to Feb 2014)
Danny Jardine
Kathy Keith
Harold Kingston (Vice-Chair)
Ron Marcolin (Chair)

2013 CAMPAIGN CABINET

Tanya Chapman, Campaign Co-Chair
Chapman Consulting Group
Claude Francoeur, Campaign Co-Chair
Ernst & Young
Mike Gauthier
BMO
John Campbell
Shannex Parkland in the Valley
Steve Roberts
Service NB
Ron Marcolin

Steve Lunney & Mike Purinton
Canada Revenue Agency
Karen Keiller
UNBSJ
Derek O'Brien
Angolphone South School District
Heather Maughan
Family Plus
Robert Crowley
Northrup Group

STAFF

Wendy MacDermott
Executive Director
Sheila Comeau-Oldfield
Accounting Manager
Alexya Heelis
Resource Development Manager

Ron Oldfield
Labour Staff
Gina Hawker
Administrative Support

AWARD NOMINEE

2013 AWARD NOMINEES

VALUED COMMUNITY PARTNER

- Acadia Broadcasting*
- Canaport LNG
- Costco
- Delta
- Ernst & Young
- Giant Tiger
- H&R Block
- Handworks Gallery
- Holiday Inn Express Hotel & Suites Saint John
- Kent
- Mill Rats
- NB Power
- Alcool New Brunswick Liquor
- Shred Guard

WELCOME TO THE UNITED WAY AWARD

- Beers Neal
- SJ Community Loan Fund
- Hewitt Rentals*
- NBCC St. Andrews
- New Brunswick Liquor
- Saint John Learning Exchange
- Stantec*
- Target
- UPS

ECC RISING STAR AWARD

- Allan Keith & Lori Monaghan, Public Works and Government*
- Amanda Atherton, WorkSafeNB
- Duncan Blaikie, Fluor*
- Greg Stewart, Ernst & Young
- Jillian Somers, Stantec
- Julie Fitzpatrick and Jeremy Mallais, Deloitte
- Kristina Lamb, Beers Neal

ECC WORKPLACE HERO AWARD

- Angie Gillcrist, TD Insurance*
- Joanne Nickerson, Efficiency NB*
- Katie Rogers, PwC
- Melissa Cho, Radian6
- Michael Gauthier, Bank of Montreal
- Ron Hines, John Howard Society
- Ron McGrath & Tom Hanlon, Xerox
- Sheila Gidney, Department of Fisheries and Oceans

OUTSTANDING CAMPAIGN TEAM AWARD

- Canada Revenue Agency
- ExxonMobil
- FacilicorpNB
- Family Plus / Life Solutions*
- Irving Oil Ltd.
- Social Development
- UNBSJ
- TD Insurance
- Xerox Canada Ltd.

LABOUR AWARD OF DISTINCTION

- CUPE Local 18 & Local 486 (City of Saint John)
- IAFF Local 771 (Saint John Firefighters)
- ILA Local 273
- Moosehead Local 362
- PSAC & PIPSC (Canada Revenue Agency)
- Saint John Police Union
- Unifor Local 601N & Local 907 (Irving Paper)*
- Unifor Local 506 (Bell Aliant)

QUANTUM LEAP AWARD

- Boys & Girls Club of Saint John*
- Future Shop
- Innovatia
- Irving Oil Ltd.*
- Service NB
- Mariner*
- Medavie Blue Cross
- National Bank
- Newalta
- Pepsi & UFCW Local 1288P
- Swiftradius

*Award recipients



2013 CORPORATE LEADERS

CHAMPION
\$25,000+

Bell Aliant

TD Financial

Xerox Canada Ltd

BENEFACTOR
\$10,000+

Exxon Mobil
Crosby Molasses
J.D. Irving

Irving Oil Ltd.
Scotiabank

PATRON
\$5,000+

Royal Bank
Costco
Stewart McKelvey
CIBC
Manulife Financial
Bank of Montreal

Moosehead Breweries
Enbridge Gas
Bayview Credit Union
Hazen Investments
OSCO

BUILDER
\$2,000+

Mariner Partner
Great West Life Assurance
Fluor Canada
T.S. Simms & Co
Sobeys Inc.
Saint John Energy

Millennium 1 Promotional Services
Future Shop
Sisters of Charity
Cargill
IBM Canada Ltd.
Tanya Chapman Consulting

LEADER
\$1,000+

Enterprise Rent-A-Car
Emera Brunswick Pipeline
Newalta
Radian6
De Stecher Appraisals
Swiftradius
Intact Insurance
Angus-Miller Ltd.

Target
Teed Saunders Doyle Owens
McFadyen
Rogers Cable
Brierley Wennberg Charitable Fund
CAA Maritimes
CNR
Kiel Holdings





2013 WORKPLACE CAMPAIGN LEADERS

GUARDIAN
\$50,000+

City of Saint John*

Bell Aliant*

CHAMPION
\$25,000+

TD Insurance
Xerox Canada Ltd.
Irving Paper *

Canada Revenue Agency*
ExxonMobil
Horizon Health Network*

BENEFACTOR
\$10,000+

NB Power*
Irving Oil Ltd
Deloitte
Costco
Wyndham Worldwide

Moosehead Breweries *
UNBSJ *
Bank of Montreal
Ernst & Young

PATRON
\$5,000+

Fisheries & Oceans *
BMO Nesbit Burns
Fluor Canada
NBCC—Saint John *
Radian6
FacilicorpNB
Irving Pulp & Paper *
Innovatia
Future Shop
Manulife Financial
Efficiency NB*
Scotiabank

Bayview Credit Union
PricewaterhouseCoopers
Alcool NB Liquor
Federal Retirees *
IBM Canada
John Howard Society Saint John
Anglophone South Schools*
NB Dept Social Development
TD Bank
Enbridge Gas
CIBC Wood Gundy
Shannex Parkland in the Valley*

* Indicates a unionized workplace





2013 WORKPLACE CAMPAIGN LEADERS

BUILDER \$2,000+

Mariner Partners
Aviva Canada
Public Works & Government
TD Waterhouse
Royal Bank of Canada
Family Plus Life Solutions
Saint John Transit*
Irving Tissue *
Enterprise Rent-a-Car
CIBC
Service Canada
UPS

Canada Border Services*
Energy & Utilities Board*
Stantec Consulting Inc.
Emera
London Life/Freedom 55
ILA Local 273*
Saint John Energy
Veterans Affairs Canada*
YMCA-YWCA of Greater Saint John
Genesys Laboratories Canada
Hickey Brothers Contractors

LEADER \$1,000+

Centerbeam
Vibrant Communities
Ford Motor Co.
Canada Post Corporation
Saint John Port
WorksafeNB
Anyware Group
Angus-Miller Ltd.
Stewart McKelvey
United Way Saint John
Swiftradius
RBC Dominion Securities
Newalta
Key Industries
Thing 5
Rothesay Regional Police
Pfizer Canada Inc.

Beers Neals & Assoc.
Atlantic Canada Opportunities
Cox & Palmer
CBCL Ltd.
Bell Canada
Intact Insurance
Rogers Cable
Bird Construction
Saint John Boys & Girls Club
Credit Counseling Services
Dalhousie Med School
Hewitt Rentals
Industry Canada
Housing Alternatives
T.S. Simms & Co. Ltd.
Inteplast Bags & Films Corp.

* Indicates a unionized workplace

An additional 62 workplaces ran campaigns and contributed a combined \$29,300.





2013 INDIVIDUAL LEADERS

CHAMPION \$25,000+	John & Karen Murphy	
BENEFACTOR \$10,000+	Donald A. Hazen	
PATRON \$5,000+	Jim & Joy Crosby	Gerald Pond One anonymous donor
BUILDER \$2,000+	Dr. Joseph L. Aicher Ladds & JoAnne Batten Ricardo & Lois Bessoudo Peter Buckley & Kelly Patterson Roger Castonguay CHS Chris & Fran Cook Dorothy Cook Claude & Susie Francoeur	Robin & Jill Harvey MacGregor Hope Tom & Wendy MacDermott Mike Bishop & Leslye McVicar Brian D. Munro Bruce Ward Peter T. & Martha Zed Three anonymous donors
LEADER \$1,000+	Janet & Ron Buckley Nick Barfoot Gerald & Doreen Barnett Jane & David Barry David & Mary Beaudin Michael Bonner Patrick Bonner Wendy Branscombe Jean Breau Stephen & Tracie Brittain Dr. Steven Bryniak & Dr. Nancy Grant Buckley Patterson Asset Management Larry & Helena Cain Murray & Joan Cain	Jonathan & Lee Ann Calabrese John Campbell Margaret M. Carten Nicola Carter David & Peggy Case Lino Celeste Wayne Chamberlain Blythe Chang Julien-Pierre Chevalier Martin & Gisele Chiasson Ross Cline Michael Costello Robert M. Creamer Chris & Ruth Creaghan Joyce Crosby Robert Crowley





2013 UNITED WAY LEADERS

LEADER

\$1,000+

(continued)

Tina-Marie Cyr
Craig Donaldson
Major Frank J. R. Ervin
Regena Farnsworth
John & Sheila Fitzpatrick
Barry Galloway
G. Edwin Graham
Scott & Lori Greer
Tom Gribbons
Michael Gauthier
Colin Barry & Gillian
Clarke
Susan Haigh
Meagan Hartford
Margaret J. Hawkins
David Hayward
Chuck & Anne Hickey
J.M. & C.W. Hope Grant
Michael Hugenholtz
W. David & Judith
Jamieson
Myrian Jean-Pierre
Dr. Michael & Jeanne
Keating
Peter Jollymore
Bob & Sandy Keeffe
Karen Keiller

Harold & Juanita Kingston
Dennis Knibb
Colin Krulicki
Barbara Leaman
Michael Lenihan
Ray Littlewood
Dr & Mrs Ed Lund
Stephen Lunney
Jim Lutes
Barb & Blair MacDonald
Linda J. MacDonald
Ron Marcolin & Sue
Thibodeau
Frank & Fredda McCarey
Drs. Clifford & McCormick
Joe McGuire
Jonathan McKenzie
Craig Meeds
Roxanna Meek
Roberta J. Mott
Nicolae Nechita
Tim & Joanne Nickerson
Jack Nielsen
Korey Nixon
Derek O'Brien
Shelley Ann Ogden
Mark O'Hearn

Dr. Emile Paras
Jeremy Pearson
Paul Postuma
Adam & Shelley Richard
Catherine Rignanesi
Suzanne L. Roberts
Ron & Beth Rose
Julie Shand
Tom Simms
Paul & Gayle Sohi
Nora Soobratee
Fred Spencer
Vision Coaching
Dr. Jeffrey Watson
Elizabeth Weir
Ian W. Whitcomb
Gordon & Francine White
Mark Wilson
Jerry & Marlene Wowchuk
Krista Yates
Paul Zed

21 other anonymous donors